We would like to know more about your interest in NYU. What motivated you to apply to NYU? Why have you applied or expressed interest in a particular campus, school, college, program, and or area of study? If you have applied to more than one, please also tell us why you are interested in these additional areas of study or campuses. We want to understand - Why NYU? (400 word maximum)

After an encounter with a taxi driver on a ride home, seeing how he was more enthusiastic about his job after given a tip, I began to realize how impactful simple incentives could be. My limited experience exploring the applications of behavioral economics helped me learn the importance of human capital.

Interning in Wagely furthered my knowledge of the role that employee productivity, driven by wellness, plays in a company. Wagely enabled employees direct access to earned wage any day within zero cost to the company, resulting in an 88% increase in employee wellness. This got me thinking: Small and medium enterprises alone make up 60% of Indonesia’s GDP. How much could Indonesia’s economy grow had labor productivity been prioritized? When I did deeper research, I unfortunately found that employees’ treatment is often overlooked by most Indonesian industries.

through As an aspiring entrepreneur, I hope to optimize labor activity by providing a healthy and comfortable working environment. “Profit and principle must coexist. Citizens and consumers around the globe demand—and deserve—both.”

Stern’s Social Impact Core and classes like Global Business and Human Rights would introduce me to how laws of human rights could be applied in business, while Sustainability for Competitive Advantage would familiarize me with strategies in ensuring effective leadership when advocating for employee wellness. Stern’s Center for Business and Human Rights would provide me with the skills and strategies for optimizing ESG values in corporations where investors help low-wage labor in emerging markets.

Apart from learning about entrepreneurship, I also realized the importance of financial management, especially in anticipating harsh economic circumstances like the pandemic. NYU’s Business with Finance concentration, more specifically the capital market subfield, would train my skills in analyzing robust financial structures.

Finally, opportunities ranging from promoting social entrepreneurship and sustainable economic development in Ghana to studying in Shanghai amidst its rapidly growing economy would help me adapt to different economic environments, all the while observing

the labor productivity in each country I visit.

At NYU, I would have access to countless new resources and opportunities, applying knowledge in service to society.